NOV 18

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ THE Q FACTOR IN PRIME TIME TELEVISION /3

❑ S.12 SIDELINED IN SENATE /10

❑ SYNDICATION'S NEW STARS: 'MARRIED,' 'FULL HOUSE' /24

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WESTERN CABLE EXCLUSIVE
Myhren Looks at Cable From Multi-Media Point of View

theory but merely by making a modest change in Section 111 of the Copyright Act."

MPAA's new position was unveiled during an organizational meeting last Wednesday (Nov. 13), called by the House Copyright Subcommittee, of industry groups looking at possible reform or repeal of the cable compulsory license (see page 59). The license, created by Congress in 1976, authorizes cable systems to retransmit local broadcast signals free and distant signals at fees set by the federal Copyright Royalty Tribunal (CRT).

The ultimate goal of Hollywood TV program producers, as elaborated by Fox Chairman and Chief Executive Officer Barry Diller, is repeal of the license (BROADCASTING, Oct. 28). Repeal would allow "cable systems and TV station broadcasters, networks, program producers and copyright owners all to freely bargain in a market unburdened by artificial government barriers," MPAA said in a written statement distributed at the meeting.

During an interim period (of unspecified length) before the license's repeal, MPAA proposes cable system payments, following the same procedure as distant-signal payments, to the CRT for retransmission of local signals. Hollywood producers would receive royalties from the local-signal payments for their programing, and broadcasters would receive royalties for their news and public affairs programs.

Preston Padden, Fox senior vice president, affiliate relations, endorsed the MPAA statement and said that it is fully compatible with Diller's earlier statements.

"There would be no cost to the federal government, since the apparatus [the CRT] is already in place to monitor, supervise and distribute the royalty fees paid by cable," the MPAA statement said.

The association did not say what percentage of the local-signal payments it believed should go to broadcasters and what percentage should go to Hollywood producers and major sports copyright holders. About 600 commercial TV broadcasters now carried on cable systems as distant signals receive about 5% of the approximately $200 million collected annually by the CRT. Those broadcasters are currently battling Hollywood to have their payments raised to 9% (see page 59). ■

This Week

Q FACTOR / 3

Assessments of program quality may vary, but network executives agree that the weak ad market is making the TV industry more – sensitive to sponsor pressures.

S.12 DELAY / 10

Senate cable reregulation bill S.12, initially scheduled for debate last week, has been moved out of this congressional session in favor of pressing banking and unemployment bills.

SYNDIE SITCOM SUCCESS / 24

New syndication entries *Married...with Children* and *Full House* took the number two and three spots, respectively, in the October ratings. Other new entries are struggling.

MULTI-MEDIA VIEW / 46

As head of the Providence Journal Co., Trygve Myhren has expanded the newspaper company's presence in both broadcast and cable. All three are attractive businesses, he says in an exclusive "At Large" interview, but the greatest potential is in cable.

Myhren interview (p.46)

S-BAND TO SATELLITE DAB / 50

The recommendation that certain S-band frequencies be designated for satellite-based DAB has been greeted with cautious optimism by the radio industry, which sees the focus narrowing for terrestrial DAB.

LICENSE CHAT / 59

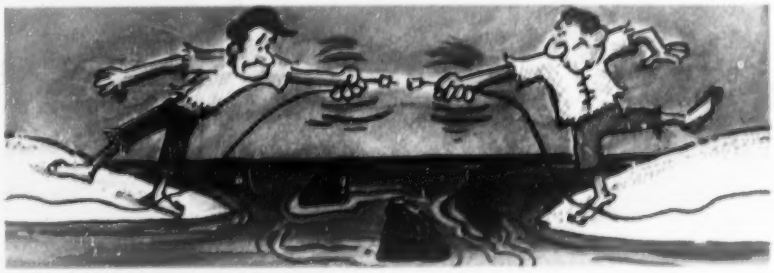
Broadcast, film and cable representatives met last week with House Copyright Subcommittee Chairman Bill Hughes to discuss the compulsory license. Not much of substance was raised, but subcommittee staff plan to set up working groups to focus on individual aspects of the issue.

MERGING TECH SHOWS / 66

Faced with costs as high as $1 million per exhibition, major manufacturers are asking professional groups to merge their shows into a few large ones. Some, like RTNDA and SMPTE, have followed suit, and combined shows could start in 1993.

CONTENTIOUS CABLE CAMPS TRY TO CONNECT / 42

MSO's and programers say their relationship has never been better, but a few contend that long-standing animosities are merely on hold pending the outcome of issues like tiering, program costs and regulation.



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Incorporating The Fifth Estate TELEVISION Broadcasting & Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Cahners Publishing Co., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issues, $2.95, except special issues, $4.50. Subscription: U.S. and possessions, $85 per year. Canadian and other international subscribers, add $40. U.S. and possessions, $400 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600). Postmaster, please send address corrections to *Broadcasting*, P.O. Box 715, Brewster, NY 10509-0715.

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At Deadline

DEBATE CONSORTIUM

In an unusual cooperative effort, seven national programing services—ABC, CBS, CNN, NBC, Fox, PBS and C-SPAN—last week unveiled plans to each present at least one prime time debate among Democratic presidential candidates.

QUELLO STAYING ON

FCC Commissioner James Quello, with the backing of the agency's general counsel, refused last week to recuse himself from consideration of the lowest-unit-charge complaint against WXIA-TV Atlanta. The Georgia politicians who filed the complaint said he betrayed bias in speeches. Quello dismissed the charge as "obviously frivolous."

PBS COMPRESSION PLAN

PBS will use the combination of digital video and Ku-band technologies to more than quadruple its current satellite channel offerings to every school in the nation in 1993.

NEWS DEPARTMENTS

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FOURTH GOES FIRST: FOX TO AIR CONDOM ADS

By Joe Flint

Two weeks ago, Fox Broadcasting quietly decided it would accept paid commercials for condoms, making the incipient network the first of the four to do so. That decision became national news last week in the wake of Los Angeles Laker star Earvin (Magic) Johnson's announcement that he had contracted the HIV virus. Fox never actually made an official announcement on its change of policy. Word got out when *The Los Angeles Times* called the network to say it was doing an editorial on the broadcast networks' reluctance to air condom ads and Fox said it had recently changed its policy.

Fox is willing to air condom spots but is said to be reluctant to show the packages.

In fact, many were expecting Fox to air its first condom ad on last Thursday's episode of *Beverly Hills 90210*, but it was not to be. Carter-Wallace Inc., manufacturer of the Trojan brand of condoms, was said to have had an ad ready for air but the network was concerned because the ad in question showed a box of Trojans. While at least some affiliates were anticipating a commercial, Fox said no ad was ready to air. Andi Sporkin, Fox spokeswoman, said the network had received two condom spots so far that are currently in the review process.

Fox first reconsidered changing its ad policy on condoms about six months ago even though it had been some three years since Fox had been approached by any condom manufacturers about advertising, according to Sporkin. Since then, a manufacturer came to Fox and the network said it would present condom spots that focused on disease prevention.

Fox affiliates contacted by BROADCASTING generally supported the network's decision. Said Kevin O'Brien, vice president and general manager, KTVU(TV) San Francisco, and chairman, Fox affiliate board: "Personally and professionally, it is the right decision at the right time."

O'Brien said that since Fox's decision became public, the network has received a majority of supporting calls. "Hopefully," O'Brien said, "we will do some good."

Royce Yudkoff, managing partner, ABRY Communications, which owns two Fox affiliates, described the decision as "responsible and progressive." He is also aware of the potential viewer backlash: "It is a legitimate point of view not to want those ads aired; also, they are my customers."

Spots, said John Fignar, vice president and general manager, WNAC-TV Providence, R.I., can be pre-screened and covered by stations if they feel the spots are not appropriate for their markets. Fignar was concerned about how his market, which he estimated to be 65% Catholic, would react to condom ads.

It is concern about viewer backlash that is keeping ABC, NBC and CBS from airing condom spots. NBC said it would discuss the issue with its affiliates board at its meeting in December but plans no immediate changes. All three networks said their owned-stations are free to carry condom ads if they choose.

Whether Fox's decision means they will be barraged with condom ads remains to be seen. Executives at the other networks have said that in the past, condom manufacturers have shown no great desire to advertise on television and may not want to be limited to spots focusing on disease.

Also, until the first condom spot is aired, no one can predict what the backlash will be. Perhaps one reason Fox chose to keep its change of policy quiet as long as it did was so it could test the waters in select markets. Now everyone is waiting and watching. ■

In any case, the Oct. 17 meeting set forth a clear message by Georgia legislators, who exercise significant control over GPTV funding. The state each year contributes about $6.1 million to the organization, representing 42% of its annual budget.

"I find it pretty frightening that a state system is being threatened, given the range of programing that they do day in and day out, year in and year out," said Weiss. "I would hope that when other public TV stations hear about this that they find some way to go on the record opposing this kind of intimidation. I think it's really important to the system to say this is unacceptable."

The Georgia activity marked the latest chapter in the ongoing controversy over *P.O.V.* PBS stations covering about 70% of the country chose to air *Tongues Untied* last July, and the program has prompted substantiated

P.O.V.'s controversial Tongues Untied

viewer complaints to the FCC (a declaration that the program is obscene is unlikely given the stiff tests set forth by the Supreme Court, particularly since the program aired after 8 p.m. on stations across the country). In August, PBS called upon *P.O.V.* to pull a documentary criticizing the Roman Catholic Church, *Stop the Church*, anticipating viewer backlash.

Despite the controversies, *P.O.V.* scored high marks last season from many of the nation's TV critics. *The Atlanta Constitution* last July applauded public TV stations WPBA-TV and WGTV-TV for airing the award-winning *Tongues Untied*, which the newspaper called "a work of high purpose."

A new work by *Tongues Untied*

SYNDICATION UPDATE

Power of magic

The appearance of Earvin "Magic" Johnson on *The Arsenio Hall Show*, syndicated nationally by Paramount Domestic Television, propelled the hour talk show's Nov. 8 airing to ratings victories in the nation's top markets. In Los Angeles, where Johnson retired as a star point guard for Lakers after testing positive for the HIV virus, independent KCOP-TV won the 11 p.m. time period with an 11.6 rating/30 share (NSI, Nov. 8). Closer to Johnson's home town of Lansing, Mich., WJBK-TV Detroit pulled off a major programing coup by double-running *Arsenio* and winning both time periods. First, the station preempted its 10 p.m. programing to air *Arsenio*, winning with a 13.8/23. Then, in its normal 12:30 a.m. time period, the program scored a top-ranked 9.2/29. In all, *Arsenio* scored a 23 cume rating for the evening.

In a number of other major markets, *Arsenio* easily won its late night slot, with WWOR-TV New York posting 11.2/27; WBBM-TV Chicago, 6.8/19; WCPO-TV Cincinnati, 15.3/37; and WCGV-TV Milwaukee, 5.5/16.

Monahan to MGM

MGM Domestic Television Distribution has named Edward R. Monahan vice president of the company's New York-based Eastern division sales office. MGM has also established a new Central division sales office in Chicago, naming Noranne Frisby vice president of the division. The move follows the recent formation of a Southeast region sales office in Atlanta, headed by Robert Greenstein. Frisby and Greenstein will oversee all movie and program sales, most notably the slated off-network launches of dramas *thirtysomething* and *In the Heat of the Night*.

MONEY talks

GGP has cleared *America's Best College Buys: How To Find Them, How To Finance Them* on 160 stations representing 80% coverage. The hour-long special is produced in association with Time Warner-owned *MONEY* magazine. Cleared stations to date include WABC-TV New York, KCBS-TV Los Angeles, KRON-TV San Francisco, WHDH-TV Boston and WOIO-TV Cleveland. *America's Best College Buys* is being fed to stations through Nov. 24 and is available on an even 6 1/2 minute local/national barter split.

The karaoke

Pioneer Laser Entertainment has signed a deal with First Media Entertainment to co-produce *Karaoke Showtime*, planned as an hour-long TV special and subsequent series of weekly half-hour game shows for syndication in 1991-92. Len DePanicis, vice president of program development at First Media, created a similar hour-long karoake show titled *Be A Star* that aired on First Media-owned WCPX-TV Orlando. He will serve as executive producer on the new series.

Cartoon count

Promark clearances for *Christmas Cartoon Classics* represent 83% U.S. coverage, including 23 of the top 25 markets, for a five-week broadcast window triggering Nov. 23. The hour-long *Cartoon Classics* features holiday-themed cartoons from the 1940's.

NSS Pocketpiece

(Following are Nielsen's top syndicated shows for week ending Nov. 3. Numbers represent aggregate rating average/stations/coverage)

1. Wheel Of Fortune	14.4/222/98
2. Jeopardy	12.3/216/94
3. Star Trek	12.3/243/98
4. Oprah Winfrey Show	10.8/223/99
5. Wheel of Fortune	9.0/169/84
6. Entertainment Tonight	8.8/183/96
7. Current Affair	8.4/171/92
8. Cosby Show	8.2/207/98
9. Universal Debut Net.	7.7/159/93
9. WKRP In Cincinnati	7.7/245/99
11. Married...With Children	7.2/167/94
12. Donahue	7.1/229/99
13. Inside Edition	6.5/124/98
14. Magic II	6.0/159/90
15. Hard Copy	5.8/169/92

included but not ranked:

World Wrestling Federation	8.1/208/86

Broadcasting's Ratings Week ✓ Nov 4-10

	ABC	CBS	NBC	FOX
MONDAY	**14.4/22**	**17.2/26**	**15.7/24**	**NO PROGRAMING**
8:00	60. MacGyver 9.6/15	21. Evening Shade 16.1/24	29. Fresh Prince 15.0/23	
8:30		7. Major Dad 17.9/26	42. Blossom 12.7/19	
9:00	18. NFL Monday Night Football—NY Giants at Philadelphia Eagles 16.3/26	5. Murphy Brown 19.0/27	14. NBC Monday Night Movies—The Gambler Returns: Luck of the Draw Pt. 2 16.6/25	
9:30		8. Designg Wmn 17.8/25		
10:00		20. Northern Exposure 16.2/26		
10:30				
TUESDAY	**17.0/26**	**12.8/19**	**12.5/19**	**NO PROGRAMING**
8:00	11. Full House 17.1/26	31. Rescue: 911 14.5/22	54. I'll Fly Away 11.0/17	
8:30	16. Home Improvemt 16.4/24			
9:00	2. Roseanne 20.4/30	48. CBS Tuesday Night Movie—Posing: Three Real Stories 11.9/18	36. In the Heat of the Night 13.7/20	
9:30	13. Coach 16.9/25			
10:00	26. Barbara Walters Special 15.5/25		42. Law and Order 12.7/21	
10:30				
WEDNESDAY	**15.6/25**	**10.6/17**	**13.4/21**	**NO PROGRAMING**
8:00	42. Dinosaurs 12.7/20	60. Brooklyn Bridge 9.6/15	9. Unsolved Mysteries 17.4/27	
8:30	33. Wonder Years 14.4/22			
9:00	14. ABC Movie Special—False Arrest, Pt. 2 16.6/27	56. Jake and the Fatman 10.4/16	36. Night Court 13.7/21	
9:30			52. Seinfeld 11.7/18	
10:00		50. 48 Hours 11.8/20	58. Quantum Leap 10.0/17	
10:30				
THURSDAY	**8.7/14**	**11.0/17**	**16.6/26**	**12.5/19**
8:00	75. Pros and Cons 7.4/11	46. Top Cops 12.3/19	18. Cosby 16.3/25	35. Simpsons 13.8/21
8:30			12. A Diffnt. World 17.0/26	65. Drexell's Class 9.1/14
9:00	72. FBI: Untold Stories 8.2/12	66. Trials of Rosie O'Neill 9.0/14	4. Cheers 19.8/30	38.Beverly Hills 90210 13.6/21
9:30	66. American Detect. 9.0/14		23. Wings 15.9/24	
10:00	58. Primetime Live 10.0/17	52. Knots Landing 11.7/19	28. L.A. Law 15.3/25	
10:30				
FRIDAY	**14.6/25**	**6.9/12**	**9.8/17**	**5.8/10**
8:00	27. Family Matters 15.4/27	85. Perfect Crimes 5.5/9	40. Matlock 13.1/22	80. America's Most Wanted 6.8/12
8:30	31. Step By Step 14.5/24			
9:00	39. Perfect Strngrs 13.3/23	64. Carol Burnett Show 9.2/16	79. Flesh 'n' Blood 7.0/12	89. Best of the Worst 4.8/8
9:30	47. Baby Talk 12.1/21		74. Dear John 7.8/14	89. Totally Hiddn Video 4.8/8
10:00	22. 20/20 16.0/29	84. Face to Face with Connie Chung 5.9/11	69. Reasonable Doubts 8.9/16	
10:30				
SATURDAY	**7.3/13**	**9.3/16**	**16.1/28**	**5.0/9**
8:00	71. Who'stheBoss? 8.3/14	63. CBS Saturday Movie—Above the Law 9.5/16	10. Golden Girls 17.2/29	82. Cops 6.7/12
8:30	76. Growing Pains 7.3/12			80. Cops 2 6.8/12
9:00	83. TheYoung Riders 6.3/11		3. Empty Nest 20.2/34	91. Charlie Hoover* 3.6/6
9:30			6. Nurses 18.1/31	92. Get A Life* 3.0/5
10:00	73. The Commish 7.9/15	70. P.S. I Luv U 8.8/17	50. Sisters 11.8/22	
10:30				
SUNDAY	**14.0/21**	**17.4/26**	**10.6/16**	**8.5/13**
7:00	57. Life Goes On 10.2/16	1. 60 Minutes 21.8/34	86. Adv Mark & Brian 5.3/8	77. True Colors 7.1/11
7:30			87. Eerie, Indiana 5.2/8	77. Parker Lewis 7.1/11
8:00	30. Am Fun Home Vid 14.7/22	16. Murder, She Wrote 16.4/24	55. Unsolved Mysteries 10.6/16	48. In Living Color 11.9/18
8:30	33. Am Fun People 14.4/21			66. Roc 9.0/13
9:00	24. ABC Sunday Night Movie—Wife, Mother, Murderer 15.6/24	24. CBS Sunday Movie—My Son Johnny 15.6/24	42. NBC Sunday Night Movie—The Return of Eliot Ness 12.7/19	40. Married w/Childn 13.1/19
9:30				60. Herman's Head 9.6/14
10:00				88. Sunday Comics 4.9/8
10:30				
WEEK'S AVGS	13.1/21	12.4/20	13.4/21	8.1/13
SSN. TO DATE	12.1/20	14.1/23	12.7/21	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WHO-AM-TV and KLYF(FM) Des Moines, Iowa, and KFOR-TV Oklahoma City, Okla. □ Sold by Palmer Communications Inc. to Hughes Broadcasting Partners for undisclosed price; industry sources estimate price at $70 million. **Seller** is headed by William J. Ryan, and also owns WNOG(AM)-WCVU(FM) Naples, Fla. **Buyer** is headed by Paul Hughes, and is backed by VS&A Communications Partners L.P. and Smith Barney Investors L.P. Hughes Broadcasting also owns WOKR(TV) Rochester, N.Y., and holds approximately 5% limited partnership interest in Narragansett Radio Ltd., licensee of WYNK-AM-FM Baton Rouge, KEZO-AM-FM Omaha and KAYI(FM) Musgokee, Okla. WHO(AM) is fulltimer with MOR format on 1040 khz with 50 kw. WHO-TV is NBC affiliate on ch. 13 with 316 kw visual, 47.9 kw aural and antenna 1,970 feet above average terrain. KLYF has AC format on 100.3 mhz with 100 kw and antenna 1,700 feet above average terrain. *Broker: Howard Stark.*

WGHP-TV High Point, N.C. Sold by Taft Broadcasting Co. to Great American Communications for approximately $27 million plus working capital and forgiveness of some debt by affiliate of Great American. **Seller** is headed by Dudley Taft, and is also selling majority control of WPHL-TV Philadelphia (see below). **Buyer** is headed by George E. Castrucci, and recently sold WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis ("Changing Hands," Oct. 14), and is licensee of nine AM's six FM's and five TV's. WGHP-TV is ABC affiliate on ch. 8 with 316 kw visual, 63.1 kw aural and antenna 1,270 feet above average terrain.

WPHL-TV Philadelphia □ Sold by Taft Broadcasting Co. to Tribune Broadcasting Co. for $19 million in preferred stock and warrants to buy majority of common stock. **Seller** is headed by Dudley Taft, and is also selling WGHP-TV High Point, N.C. (see above). **Buyer** headed by James Dowdle, and owns 2 AM's, 2 FM's and 6 TV's. It also operates Tribune Entertainment Co. WPHL-TV is independent on ch. 17 with 2340 kw visual, 300 kw aural and antenna 1,313 feet above average terrain.

WTTB(AM)-WGYL(FM) Vero Beach, Fla. □ Sold by Development Specialists Inc. to Treasure Coast Broadcasting Co. for $4.445 million cash. **Seller** is headed by William A. Brandt Jr., receiver, and is also licensee of WQRC(FM) Barnstable, Mass., which is also being assigned. **Buyer** is headed by Stephen D. Seymour, who also has interests in licensee of WCKT(FM) Lehigh Acres, Fla. WTTB is fulltimer with news-talk format on 1490 khz with 1 kw-U. WGYL has easy listening format on 93.5 mhz with 1.3 kw and antenna 475 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $198,000 □ 1
FM's □ $2,600,000 □ 5
AM-FM's □ $8,387,500 □ 6
TV's □ $116,000,000 □ 6
Total □ $127,185,500 □ 18

Year to Date:

AM's □ $70,048,999 □ 238
FM's □ $200,097,608 □ 253
AM-FM's □ $301,303,574 □ 187
TV's □ $1,042,854,400 □ 75
Total □ $1,614,304,581 □ 753

For 1990 total see Jan. 7, 1991 BROADCASTING.

WAYP(FM) Holmes Beach (Sarasota-Bradenton), Fla. □ Sold by 98.7 Partnership to Alpalm Broadcasting Corp. for $2.3 million. **Seller** is headed by C.E. Pierce, managing partner, and has no other broadcast interests. **Buyers** are Norman R. and David E. Alpert, father and son, who are also licensees of WAVV(FM) Marco (Ft. Myers), Fla. WAYP is allocated to 98.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Stan Raymond & Associates Inc.*

KGRX(FM) Globe, Ariz. □ Sold by Daytona Group of Arizona Inc. to G.G. International Ltd. for $750,000 cash. **Seller** is headed by Steve L. Ditman. Licensee is 100% owned by Norman S. Drubner, who also owns KRRC(AM)-KXYQ(FM) Salem, Ore., and KZRQ(AM)-KIVA(FM) Santa Fe, N.M. **Buyer** is headed by Philip L. Glass (100%), and has no other broadcast interests. KGRX has jazz-rock format on 100.3 mhz with 15 kw and antenna 2,047 feet above average terrain.

WKRT(AM)-WNYP(FM) Cortland, N.Y. □ Sold by Sun Radio Broadcasting Inc. to Northstar Broadcasting Corp. for $1.1 million. Terms: $500,000 cash at closing and $600,000 five-year promissory note at 10%, plus consulting and noncompete agreements. **Seller** is headed by Emanuel Gerard, and has no other broadcast interests. **Buyer** is headed by Jeffrey D. Shapiro and Bruce G. Danziger (each 33.3%), and is controlling stockholder of licensee of WNCQ(AM)-WCIZ(FM) Watertown, N.Y. Shapiro also owns 12.3% interest in licensee of WTSV(AM)-WHDQ(FM) Claremont, N.H. WKRT has oldies format on 920 khz with 1 kw day, 500 w night. WNYP has CHR format on 99.9 mhz with 24 kw and antenna 710 feet above average terrain.

SOLD!

KSJX-AM/KSJO-FM, San Jose, California has been sold by Narragansett Broadcasting Company of California, Inc., to BayCom Partners, L.P., Jack McSorley and Ed Canty, Principals.

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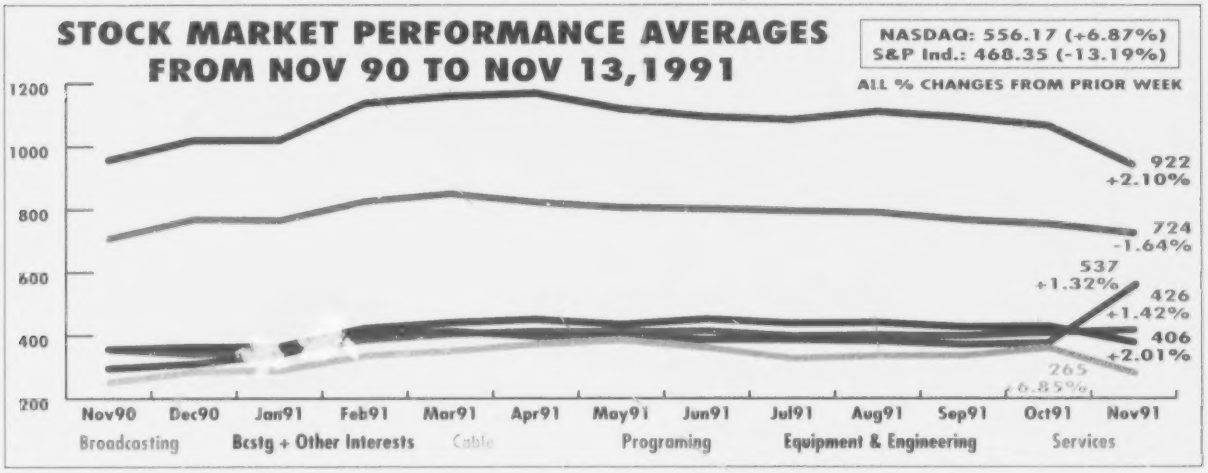
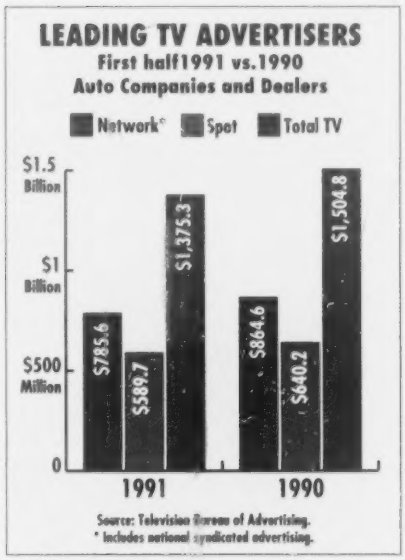
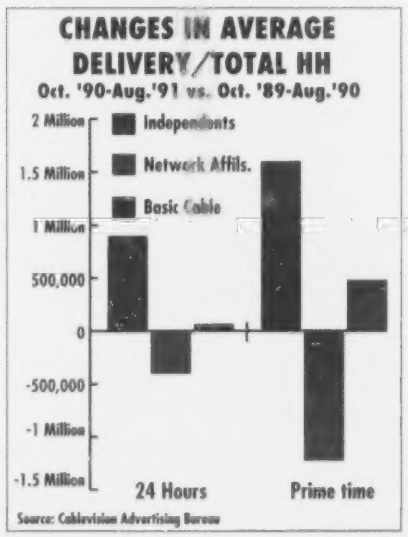
Broadcasting's By The Numbers







SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	11,024	1,555	12,579
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
■ Total TV	1,488	200	1,688
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
■ Total LPTV	968	943	1,911
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen, NCTA and Broadcasting's own research.